Each year large corporations spend millions of dollars in quest of an intangible something in the public esteem which will keep their names and trademarks before the public in a favorable and maintaining buoyant relations with actual and potential customers are significant phases of this campaign. Great efforts are made to give the public information that ranks a favorable light on the company’s activities. High-powered public relations experts are employed to devise new ways to build up good will. Complaints are answered promptly. The company is always right.

In assuming good will the company builds its reputation, that is, the favorable attitude of the friends it already has: it seeks further to create a similar attitude among as many others as possible. Many advertisements do not even suggest that the reader accepts the product described or become a customer of the company. This is what is called "non-advertising advertising." The speech of good will, as an aspect of such a campaign, has but its purpose therefore to win friends something more, at least is organization and apparent objective.

On Sunday September 27, 1970 the Democrat & Chronicle a great Republican newspaper, endorsed the candidacy of James L. Buckley, the Conservative party candidate, for U.S. Senator from New York. We quote, the D & C: "Goodell seeks credibility as a Nixon He is our problem at the beginning was enormous. He had to make himself known in a hostile environment. In the process, he broke with the president and party even though a measure of party regulars and to cast some doubt on his commitment to "lougue." Unleopard.

We therefore ask the question—Is this a real thing? We believe he was elected over the years by the people from this part of the state to the Congress of these United States and we therefore believe that he is a man who believes in his own convictions and in doing so, is not afraid to express them in behalf of the constituency that he represents. Suppose that all elected officials were the type of man who followed suit simply because they had to hold favor with some high percentage. Yes, we are endorsing the candidacy of Mr. Goodell, the Republican and Liberal candidate for the office of senator from New York and we will continue to "Glory in his spunk."

The Saga of Governor Nelson A. Rockefeller

"One with God Is A Majority" — F. Douglass

BUFFALO

Certified Circulation 8,500

BUFFALO EDITION

38th YEAR

BUFFALO CERTIFIED CIRCULATION 8,500

ROCHESTER

SYRACUSE

WED., Sept. 30, 1970

“With God Is A Majority" — F. Douglass

The Only Afro-American Newspaper Published in Rochester and Western New York

ORDER YOUR COPY TODAY ***** PRICE $2.00

EDWARD S. CHOPP

Research Employment with

Studied Proposely By Social Agencies

"Some Facts About the Negro Community and the Negro Market in the Rochester Area" Excerpt Taken From a Survey Compiled by the Rochester Voice Newspaper. See the Negro Market at the Rochester Trade Area... and... HOW... TO... REACH... IT... EFFECTIVELY

STUDY SEeks Answer in OEO Fund Cuts

Syracuse, N. Y. — The Eastern Kodak Company announced that its president has recommended the board of directors to cut back on local relations fund for Negro community relations activities.

"Because of our presence, the parks, playgrounds and other areas where you have been as ale have been made, we offer the following

Elwood A. Croft, president of the Rochester Area National Republican Club and the Republican State Committee, this morning announced the appointment of 300 residents from the Rochester area to the County Republican Committee. He said the appointments were made on the recommendation of the County Republican Committee.

The following people have been appointed to head the study's local committee:

You've touched the lives of thousands of people in many ways.

Each task force will develop a plan for each of the five major areas identified:

"The appointment of this committee is an indication of the fact that we are serious about our responsibility to the Negro community and the Negro market.

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The publication of the study, a joint effort of the Monroe County Republican Club and the Rochester Area National Republican Club, is scheduled for the first time in Rochester.

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"The appointment of this committee is an indication of the fact that we are serious about our responsibility to the Negro community and the Negro market.
The stretch wig look that says now. A fantasy of curls, black, off black, dark brown or dark red. McCurdy's Wig Bar, Amsterdam News

**ETHNIC LOOK WIG**

$25

The stretch wig look that says now. A fantasy of curls, fabulously soft in easy wash-wear modacrylic. Comes in black, off black, dark brown or dark red. McCurdy's Wig Bar, Street Floor, Midtown.
Saga of Governor Rockefeller

From the Rochester Times-Herald, September 27, 1970

When the meeting came to a close, I returned to the parking area and saw our car, which was just where I left it, with my father at the wheel.

On the way to the meeting I was to learn about some of the most interesting aspects of the community at large. The meeting was held at the Flag Ship Hotel under the chairmanship of Rockefeller state committee chairman, John A. Robinson. The meeting was attended by many friends and interested people, including Senator Jacob K. Javits, of New York, who attended this meeting and for my guests. Finally after waiting service at the exit from the auditorium. On Sunday, September 27, 1970, I arrived at the auditorium. My guests were ex-Democrats no longer acceptable to the local party and were concerned. Let this moment be preserved to give the reader trust in products from the folks who care.

328-8000

3. Replace with

4. Turn off main switch.

5. Use SAME SIZE fuse.

6. Replace with

7. Turn off main switch.

8. Use SAME SIZE fuse.

Tune IN.

FOOD SERVICE CENTER

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Tune IN.
A MIDI PANT COSTUME from Israel, done in black wool, with embroidered trim, is modeled by Connie Quantrell of Albion. Miss Quantrell is a student at Endicott Junior College in Beverly.

**Leather, Knits, Prints Highlight Fashions**

Leather jackets are available in all the ranges. Knit dresses,骡ens, and other sportswear items are made in suede, and machine washable fashions, children’s wear and acetate suede are sherpa-lined and others are applique embroidery or suede trim, and in machine washable wool shirts.

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**“Shalom Israel” To Feature Malka Gabrielli**

Malka Gabrielli is one of Israel’s most outstanding women. As the owner and designer of the famous Gabrielli’s, she entered the fashion field after completing her basic education to prepare for a special calling—teaching retarded children. After studying at the Jaffa Technical School and at the celebrated art school in Jerusalem, she went on to study with many of Israel’s famed artists. Malka Gabrielli did not always intend to be a prize for art. In her studio on the Jaffa (formerly Jaffie) Art School, Malka Gabrielli is famous for her embroidery designs, such as batik print on puresilk, a double-breasted look, slightly suppressed waistlines, and cape collars. Malka Gabrielli’s designs utilize the vibrancy of the Israeli landscape and the utilization of many of Israel’s famed artists.

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**Famous-name Fruit of the Loom all cotton underwear is known for its fine fit and comfort. Gives you all-around freedom of movement without binding or quelling.**

---

**Underwear**

- **Tee Shirts:** S, M, L, XL
  - 89° pr. or... 3 for $2.65
- **Briefs:** 60-64
  - 89° pr. or... 3 bns. $1.65
- **Boxer Shorts:** 30-52
  - 89° pr. or... 3 bns. $1.65
- **Athletic Shirts:**
  - 69° pr. or... 3 for $1.85

Famous-name Fruit of the Loom all cotton underwear is known for its fine fit and comfort. Gives you all-around freedom of movement without binding or quelling.

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**Employees Award Scholarship**

**SAMUEL POLLARD, Jr., one of the Arthur J. Edwards employees, has been awarded a $100 educational scholarship by the Poughkeepsie Human Relations Commission. Mr. Pollard is the son of Mr. and Mrs. Samuel Pollard of the Downstairs Store. A native of Poughkeepsie, he has been employed by the Edwards since 1967 and recently advanced to a sales position. He is one of 10 employees promoted this spring to sales positions.**

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**Sinai Jewish Home**

Sabbath Services will be held at 10 a.m. on Saturday, September 27, at the Sinai Jewish Home, located on North Main Street. All are welcome to attend.

**FIBERGLAS® FABRICS**

- **Printed Bark Cloth:** 73°
- **Fine Drapery Fabrics:** 77°
- **Decorative Prints:** 97°
- **Upholstery Fabrics:** 1.13°
- **Upholstery Fabrics:** 2.97°

---

**Feature Malka Gabrielli**

Mrs. Jerry Wilson enjoyed her first Annual Dinner as Commissioner with Mayor Stephen May.
Dear Editors,

In a special mailing by Voters For Peace I bring you the story about the Federal Building bombing and the Helsinki Accords. Voters For Peace has not been willing to print the complete statement by the Flower City Conspiracy. You can perform a service to our community, and to the country, by passing this special issue of the JOURNAL around to your friends and associates.

We support the moral position of these young people, that human lives are more important than draft boards. And if only we could put aside with a little bit of the International or the Times of the Union! Thank You!

FLOWER CITY CONSPIRACY STATEMENT

On the night of September 7th, 1970 the Flower City Conspiracy sent this statement to the Rochester Post-Upper, the Rochester Evening News and the Rochester Times-Union. Copies were mailed to theflcatsa. A copy of the Statement was submitted to the Board of Education, the teachers and the students of the Rochester Public Schools. A copy was also given to all of the representatives in Congress.

We the Flower City Conspiracy, claim public responsibility for this act. We have been active in the community for a number of years. We are a group of individuals who have committed ourselves to chang­ing our present society. We are a group who have been fighting against a series of inequalities, of minorities, of poor, of women, of people who are not given any recognition, by using any means available to us at the time.

We are not alone, we are not the first to have felt the frustration of being part of a society that harasses the mind and body. And we will not be the last. We are not alone.

How can one human being know another well enough to commit oneself to changing the life of another human being? If it is immoral to refuse to do so, then we will no longer commit ourselves to changing the lives of others. And we will not refuse to do so.

The statements made by the conspirators in this Statement are true. We did not break any law.

The actions described by the conspirators in this Statement may or may not be the action. We are not going to discuss the moral or immoral aspects of this.

The conspirotrors state that the U.S. government is a government, to do the same on a larger scale, calling it a county jail or federal prison. And it is impossible for one human being to know another well enough to commit oneself to changing the life of another human being? If it is immoral to refuse to do so, then we will no longer commit ourselves to changing the lives of others. And we will not refuse to do so.

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NAVY LIEUTENANT JOHN REID is required to check his helicopter to lessen safety, work at a naval air station. He was stationed at the Naval Air Station, Imperial Beach, Calif. (U.S. Navy Photo)

**December 1 Set As Deadline For Navy College Scholarships**

WASHINGTON, D.C. — The Chief of Naval Personnel, Rear Adm. Thomas M. Cope, announced December 1 as the application deadline for the 1970-1971 Navy College Scholarship Program. The program, which is designed to provide low-income youths with a chance to attend college, offers scholarships of up to $4,000 each, with $2,000 to be used as tuition and $2,000 to be used for a book allowance. The scholarships are available to students who are enrolled in a full-time course of study at a college, university, technical institute, or junior college.

**Certification Program**

The Certification Program is designed to provide leadership and training in the areas of maintenance, logistics, and engineering. The program is open to enlisted personnel who are in good health and are interested in a career in the navy. The program covers all aspects of the navy's maintenance and logistics operation, including engineering, mechanical, and electrical.

**Application Requirements**

Applicants must be in good health and must meet all physical and mental requirements set forth by the navy. The program is open to all enlisted personnel, regardless of rank or experience. The navy will provide all necessary training and education for the program.

**Time Limit**

The program is designed to take approximately two years to complete, with each student spending one year in the classroom and one year in the field. The students will be assigned to various locations throughout the navy to gain experience in different areas of maintenance and logistics.

**Support Services**

The program is supported by the navy's Maintenance Support Center, which provides all necessary training and education for the program. The center is located at the navy's headquarters in Washington, D.C., and is available to all navy personnel.

**Conclusion**

The navy's Certification Program is designed to provide leadership and training in the areas of maintenance, logistics, and engineering. The program is open to all enlisted personnel, regardless of rank or experience. The program is designed to take approximately two years to complete, with each student spending one year in the classroom and one year in the field. The students will be assigned to various locations throughout the navy to gain experience in different areas of maintenance and logistics. The program is supported by the navy's Maintenance Support Center, which provides all necessary training and education for the program. The center is located at the navy's headquarters in Washington, D.C., and is available to all navy personnel.
Wyoma Best School Board Candidate

Wyoma Best, a member of the Wyoma Best School Board, is running for the Board of Education. She is dedicated to ensuring that all children have access to quality education. Wyoma has a proven track record of excellence in education and is committed to making a positive difference in the lives of our students.

Because she will serve all children beautifully

Wyoma Best is a woman of integrity, who always puts the needs of our students first. She has a strong passion for education and a commitment to excellence. Wyoma has been a dedicated teacher for many years and has a deep understanding of the needs of our students.

Wyoma's experience and leadership will be a valuable asset to our school district. She is a strong advocate for the needs of our students and is committed to providing them with the best possible education.

Wyoma is the candidate who will work hard for our children and ensure that they have the opportunity to thrive. If you believe in a brighter future for our students, please vote for Wyoma Best for Wyoma Best School Board Candidate.

THE FREDERICK DOUGLASS VOICE

WEDNESDAY, SEPTEMBER 30, 1970

Y.M.C.A. NEWS

Y.M.C.A. NEWS

Y.M.C.A. NEWS

Present Concert

Many of you may be aware of the YMCA’s efforts to provide cultural opportunities to the Rochester community. As part of our mission to promote physical, social, and moral well-being, we offer a variety of programs and events to our members and the public. This week, we are pleased to announce the presentation of a musical concert by the Rochester Blue Jays.

The concert will take place at 8 p.m. on Saturday, October 2, at the Rochester Blue Jays’ home stadium. The Blue Jays are a local baseball team that has been a staple of the Rochester community for many years. Their games are always packed with excitement and skill, and this concert promises to be no different.

The Blue Jays’ performance will highlight a range of musical styles and talents, with both professional and amateur performers taking part. The audience can expect a night of great entertainment and a chance to support their local team.

Tickets for the concert are available at the Rochester Blue Jays ticket booth, located outside the stadium. General admission tickets are $10 for adults and $5 for children. Advance tickets are recommended to ensure seating.

The proceeds from the concert will be used to support the ongoing operations of the Rochester Blue Jays and to promote community involvement in sports.

We hope that you will join us for this special event and support the Rochester Blue Jays. Let’s make this a night to remember and continue to enjoy the many cultural opportunities that the Y.M.C.A. provides to our community.